We claim:

1.   A computer-implemented method for analyzing survey data, comprising:

(a)   selecting a subset of members from a population;

(b)   obtaining survey responses from the members in said subset;

(c)   generating point estimates of at least one population parameter;

(d)   generating confidence bounds for said point estimates;

(e)   conducting a trend analysis on the point estimates of said at least one population parameter; and

(f)   predicting future behavior of said population based on said trend analysis.

2.   The method of claim 1, wherein said selecting step is performed using probability sampling techniques.

3.   The method of claim 2, wherein said probability sampling techniques include simple random sampling, systematic sampling, stratified sampling, cluster sampling, and multi-stage sampling.

4.   The method of claim 1, wherein said population parameter is one of population mean and population variance.

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5.   The method of claim 1, further comprising:

weighting the survey responses to assign greater importance to responses of preselected respondents.

6.   The method of claim 1, wherein the trend analysis is a regression performed over a predetermined period of time.

7.   The method of claim 1, wherein said point estimates are constrained by a predetermined amount.